ALL ABOARD!

"Set sail and discover an ocean of opportunities"

IAPH 2026 SUSTAINABILITY AWARDS

Category: Community Building

Port Authority of Santa Cruz de Tenerife, Spain

All Aboard! is a pioneering educational initiative launched by Tenerife Ports, under the leadership of Luz Marina Espiau, in partnership with MSC Cruises and CLIA. Recognized as the first international programme of its kind in the cruise industry, it introduces primary school students to the maritime world through immersive role-play, bringing more than 400 onboard professions into the classroom.

Partners: MSC Cruises · CLIA · MedCruise · Cabildo de Tenerife · Ayuntamiento de Santa Cruz de Tenerife

SDGs: 4 · 8 · 11 · 12 · 17

EXECUTIVE SUMMARY

Whatitis · Whyitmatters · Keyresults

All Aboard! is a pioneering educational initiative launched by Tenerife Ports, under the leadership of Luz Marina Espiau, in partnership with MSC Cruises and CLIA. Recognized as the first international programme of its kind in the cruise industry, it introduces primary school students to the maritime world through immersive role-play, bringing more than 400 onboard professions into the classroom.

Students discover more than 400 onboard professions through immersive role-play, internalising core values, diversity, intercultural respect, teamwork, and environmental responsibility. The mandatory use of recycled materials in the competition embeds circular economy principles at the heart of the programme.

KEY RESULTS, 1ST EDITION

300+	19	400+	6	28+
PARTICIPATED	ENROLLED	EXPLORED	EXHIBITED	MENTIONS

The programme received the **Special Prize at the XIX Excellence Cruise Awards 2026** (Teatro Eslava, Madrid, 12 February 2026), awarded jointly to Puertos de Tenerife, MSC Cruises and CLIA: recognition by the sector for exceptional community impact. All Aboard! was also showcased at **FITUR 2026** and featured in the **Seatrade Global 2026** special edition (Diario del Puerto, p. 28). A second edition is already underway, confirming the programme's sustainability and replicability.

> ***"This project helped students communicate better, make decisions together, and understand that they can turn what they learn into something real."***
>
> **Head of Primary Studies, Colegio Virgen del Mar, Santa Cruz de Tenerife**

PROJECT DESCRIPTION

Context · Methodology · Phases · Competition

CONTEXT AND ORIGIN

All Aboard! is a pioneering educational initiative launched by Tenerife Ports, under the leadership of Luz Marina Espiau, in partnership with MSC Cruises and CLIA. Recognized as the first international programme of its kind in the cruise industry, it introduces primary school students to the maritime world through immersive role-play, bringing more than 400 onboard professions into the classroom.

All Aboard! was born from a strategic conviction: that a port authority can become a meaningful partner in community education, not only through funding, but through values-based, creative programming that places the port at the centre of children's aspirations. The programme was designed by CLIA at a global level and first implemented in Santa Cruz de Tenerife through a pioneering public-private alliance led by the Port Authority and MSC Cruises. A pilot was run in March 2025 at CEIP Miguel Pintor (one school), validating the methodology before scaling to the full 1st Edition.

OBJECTIVES ALIGNED TO WPSP COMMUNITY BUILDING

- Bridge thegapbetweenthe port and the communityby making maritime careers accessible and inspiring to children.
- Foster vocational awareness of the blue economy from primary school age.
- Embed sustainability values (circular economy, intercultural respect, environmental care) through direct experience.
- Create a replicable port-community model transferable to cruise ports worldwide.

METHODOLOGY: HOW IT WORKS IN THE CLASSROOM

COMPONENT	DESCRIPTION	LEARNING OUTCOME
Role-Play (Simulation)	Students work in pairs. Each pair receives a CLIA profession card and role-plays that profession. The class guesses and records it on a worksheet. Sessions: 50–60 min.	Vocational discovery, oral expression, empathy, teamwork
Collaborative Collage	Each class creates a collective A1-format artwork using exclusively recycled materials, depicting life aboard a cruise ship.	Circular economy, collaborative creativity, self-expression
Competition & Jury	Schools present their finalist collage to an interdisciplinary international jury (Port Authority, MSC Cruises, CLIA, City Council, Island Council) evaluated on 4 criteria.	Critical thinking, presentation skills, civic values

IMPLEMENTATION TIMELINE

PHASE	DATES	DELIVERABLE
PHASE 0: Preparation	**Aug–Sep 2025**	Project design, competition rules, communication plan, school materials. Coordination with City Council and Island Council for access to the school network.
PHASE 1: Launch & Enrolment	**Oct 2025**	Official launch: 28 October 2025. School enrolment. Physical materials dispatched to 19 classes. Online teacher training.
PHASE 2: Classroom Sessions	**Nov 2025 – Jan 2026**	Role-play sessions in 19 classrooms. 300+ students explored 400+ professions. Collage creation and submission deadline: 30 January 2026.
PHASE 3: Jury & Winner	**Feb – 25 Mar 2026**	International jury evaluated 6 finalist collages. Winner announced 25 March 2026: Class 4-B, Colegio Virgen del Mar.
PHASE 4: Award & Exhibition	**27 Apr 2026**	Winning class visited MSC Virtuosa, exclusive Meet & Greet with crew members. Inauguration of the 6-collage exhibition at the Cruise Terminal.

INNOVATION & LEADERSHIP

Criterion1:Originalandinnovativecharacter | Criterion2:Vision and leadership

WHAT MAKES THIS THE FIRST INTERNATIONAL PROGRAMME OF ITS KIND

AllAboard! is a **pioneering** programme and the **firstinternational programme of its kind in the cruise industry**. No port authority had previously deployed immersive profession role-play as its primary pedagogical method for primary school children, at scale, in partnership with a global cruise line and the industry's international association. The distinction rests on four non-replicable firsts:

- **First use of immersive role-play** as the central teaching method for port-community education, replacing passive port tours or classroom presentations.
- **First port programme** to deploy 17 CLIA-designed profession cards covering 400+ onboard roles: from Captain and Environment Officer to Events Manager and I.T. Team.
- **First international jury** combining port authority, global cruise operator, international association, city government, and island government in a single educational programme.
- **First port initiative** to require recycled materials as a non-optional condition of competition, embedding circular economy directly into the assessment criteria.

THE 400+ PROFESSIONS: SCOPE AND DEPTH

The17 CLIA profession cards used in All Aboard! cover the full spectrum of life at sea and in port. Students role-play as Captain, Bridge & Deck Team, Lookouts, Engine Team, Environment Officer, Medical Team, I.T. Team, Human Resources Team, Hotel Director, Guest Services, Entertainment Team, Kitchen Team, Shore Excursions Team, Port Pilot, Port Agent, Safety & Fire Team, and Events Manager. Within each card, multiple sub-roles exist, the Kitchen Team alone can exceed 300 people on a large vessel, bringing the total accessible profession universe to more than 400. This breadth is pedagogically unique: no other port programme has introduced children to the full operational complexity of a cruise ship.

VISION AND LEADERSHIP:

Luz Marina Espiau championed a fundamentally different model of port-community engagement. Rather than expecting communities to connect with the port, she brought the maritime world directly into the classroom, inspiring 9 and 10-year-old students to discover opportunities and career paths they had never previously considered.

SCALE TRAJECTORY: PROVEN IN 8 MONTHS

STAGE	DATE	SCOPE	OUTCOME
Pilot	Mar 2025	1 school (CEIP Miguel Pintor)	Methodology validated
1st Edition	Oct 2025 – Apr 2026	19 classes, 300+ students	Full competition, prize, exhibition
2nd Edition	2025–26 (live)	19 classes, 300+ students	Running, confirmed demand
Future	2026–27+	Whole island of Tenerife	Expansion to archipelago planned

SUSTAINABILITY & UN SUSTAINABLE DEVELOPMENT GOALS

Criterion 4: Contribution to sustainability and the UN SDGs

All Aboard! contributes directly to five UN Sustainable Development Goals. Sustainability is not a framing layer applied after the fact, it is embedded in the structural design of the programme.

SDG 4 QUALITY EDUCATION	A free, structured, competency-based educational programme for 300+ children aged 9–10. Participation diplomas for all students. Project-based learning methodology aligned with the national curriculum. Zero cost to schools, maximum community inclusivity.
SDG 8 DECENT WORK & ECONOMIC GROWTH	Exposure to 400+ maritime and cruise professions: from Captain and Engineer to Chef, Entertainment Director, and Environment Officer. The programme builds vocational awareness of the blue economy from childhood, an investment in future maritime talent.
SDG 11 SUSTAINABLE CITIES & COMMUNITIES	Port-city integration model: the Port of Santa Cruz de Tenerife enters the classrooms of the capital, strengthening community trust and institutional relationships. The exhibition of finalist collages at the Cruise Terminal brings the community physically into the port space.
SDG 12 RESPONSIBLE CONSUMPTION & PRODUCTION	The competition rules require the exclusive use of recycled materials, not as an option but as a mandatory condition. Children learn circular economy by doing. This is the most direct possible embedding of SDG 12 in an educational context.
SDG 17 PARTNERSHIPS FOR THE GOALS	Six organisations from public, private, and international sectors under a shared framework: Port Authority Tenerife + MSC Cruises + CLIA + WhyTenerife + Cabildo de Tenerife + Ayuntamiento de Santa Cruz de Tenerife. This is SDG 17 in practice.

STAKEHOLDER COOPERATION

Criterion 5: Cooperation with ports and stakeholder engagement

All Aboard! is built on a multi-actor partnership model that combines institutional leadership, industrial expertise, international framework, and governmental backing. Six organisations under one shared programme, a model as replicable as the programme itself.

PUERTOS DE TENERIFE — *Lead Organisation*

The Port Authority of Santa Cruz de Tenerife leads the programme: coordination, funding, school outreach, and host of the finalist collage exhibition at the Cruise Terminal.

MSC CRUISES — *Industry Partner: Global Sector Leader*

MSC Cruises provides crew ambassadors for classroom sessions, contributes to profession card content, offers the exclusive prize visit (MSC Virtuosa, 27 April 2026), and brings international credibility to the programme.

CLIA — *Programme Creator & International Framework*

CLIA designed All Aboard! at a global level. It provides the pedagogical architecture (17 profession cards, rulebook, worksheets), participates in the jury, and provides the replicability model for other ports worldwide.

MEDCRUISE — *International Visibility Partner*

The Mediterranean Cruise Ports Association published 5 English-language news items about the programme, ensuring international reach across the cruise port community.

CABILDO DE TENERIFE — *Island Government Support*

The Cabildo de Tenerife provided institutional backing, facilitated access to the island's school network, and supported the programme's educational objectives at a governance level.

AYUNTAMIENTO DE SANTA CRUZ — *Municipal Commitment*

The City Council of Santa Cruz de Tenerife facilitated direct contact with city schools, co-promoted the launch and awards ceremony, and participated in the jury.

COMMUNITY AND SCHOOL ENGAGEMENT

All materials, 17 profession cards, worksheets, competition rules, and participation diplomas, were provided free of charge to every participating school. Teacher training was delivered online before sessions began. The programme deliberately placed no financial barrier between the port and the community it serves. The winning class's visit to MSC Virtuosa (27 April 2026) extended the educational experience from the classroom to the ship itself, creating a direct, lived connection between students and the cruise world they had been role-playing.

IMPACT EVIDENCE

Bonuscriterion:Demonstrableandmeasurable impact to date

The 1st Edition of All Aboard! (October 2025 – April 2026) generated documented, verifiable results across educational, community, and international dimensions.

INDICATOR	RESULT	NOTES
Students participated	300+	4th grade, Santa Cruz de Tenerife schools
Classes enrolled	19	Multiple schools across the city
Cruise professions explored	400+	Via 17 CLIA role-play profession cards
Finalist collages exhibited	6	Public exhibition at Cruise Terminal
Winner	Class 4-B, Colegio Virgen del Mar	Announced 25 March 2026
Prize	Exclusive visit to MSC Virtuosa	27 April 2026
Jury composition	Port Authority + MSC Cruises + CLIA + City Council + Island Council	Interdisciplinary and international
Media mentions	28+	All documented with URLs (see Section 8)
External recognition	Special Prize, Excellence Cruise Awards 2026 (XIX edition)	12 Feb 2026, Teatro Eslava, Madrid
International presence	FITUR 2026 + Seatrade Global 2026	Sector flagship fairs
2nd Edition status	In progress	300+ students, 19 classes, confirmed

QUALITATIVE OUTCOMES

- Students reported feeling more confident speaking in front of their peers after role-play sessions.
- Teachers observed improved collaborative decision-making when creating the collages.
- The recycled-materials requirement generated classroom discussions about waste, consumption, and environmental responsibility.
- The finalist collage exhibition at the Cruise Terminal brought families into the port environment, extending the community impact beyond students.
- The programme triggered school-level interest in maritime careers that had not previously existed.

> ***"This project, the fruit of a close public-private collaboration, is a powerful tool for inspiring the youngest generations. It opens a window onto a world that offers a wide range of professional opportunities, both at sea and on land."***
>
> **President, Port Authority of Santa Cruz de Tenerife**

NEWS & MEDIA COVERAGE

Criterion 3: Supporting links and audio-visual documentation

EXTERNAL RECOGNITION

SPECIAL PRIZE, XIX EXCELLENCE CRUISE AWARDS 2026

Teatro Eslava, Madrid · 12 February 2026 Awarded jointly to: Puertos de Tenerife · MSC Cruises · CLIA Editorial recognition outside the ordinary voting process, for exceptional community impact

All Aboard! was also presented at **FITUR 2026** (Feria Internacional de Turismo, Madrid) and featured in **Seatrade Global 2026** (Diario del Puerto, special edition, p. 28), the two flagship international reference fairs for the cruise sector.

COMPLETE MEDIA COVERAGE, 28 DOCUMENTED SOURCES

SOURCE	TITLE	URL
	puertosdetenerife.org: Programme launch (23 Oct 2025)	https://www.puertosdetenerife.org/arranca-todos-a-bordo-programa-dirigido-a-escolares-de-4o-de-primaria-de-santa-cruz-de-tenerife/
OFFICIAL / PORT	puertosdetenerife.org: 300 students (5 Dec 2025)	https://www.puertosdetenerife.org/300-escolares-de-la-capital-tinerfena-participan-en-el-programa-educativo-todos-a-bordo/
	puertosdetenerife.org: Winner announced (25 Mar 2026)	https://www.puertosdetenerife.org/el-colegio-virgen-del-mar-ganador-de-la-i-edicion-de-todos-a-bordo-en-santa-cruz-de-tenerife/
MEDCRUISE (EN)	All Aboard! Tenerife launches the first edition (21 Mar 2025)	https://www.medcruise.com/news/all-aboard-tenerife-launches-the-first-edition-of-its-educational-programme-bringing-the-cruise-world-into-the-classroom
	The First Edition of "All Aboard!" Launches (29 Oct 2025)	https://www.medcruise.com/news/the-first-edition-of-all-aboard-launches-an-educational-programme-for-students-in-santa-cruz-de-tenerife
MEDCRUISE (EN)	MedCruise supports Santa Cruz de Tenerife, first international competition	https://www.medcruise.com/news/medcruise-supports-santa-cruz-de-tenerife-in-launching-the-cruise-industrys-first-international-educational-competition
	"All Aboard!" Successfully Showcased at FITUR 2026	https://www.medcruise.com/news/all-aboard-educational-project-successfully-showcased-at-fitur-bringing-the-port-and-cruise-sectors-closer-to-children-and-families
MEDCRUISE (EN)	Special Recognition, 2026 Excellence Cruise Awards	https://www.medcruise.com/news/special-recognition-for-the-all-aboard-programme-at-the-2026-excellence-cruise-awards
	cruisesnews.es: Project launch with MSC Cruises & CLIA (28 Oct 2025)	https://www.cruisesnews.es/2025/10/28/todos-a-bordo-un-proyecto-educativo-impulsado-por-la-autoridad-portuaria-de-tenerife-junto-con-msc-cruceros-y-clia/
CRUISE SECTOR	cruisesnews.es: Excellence Prize recognition (17 Feb 2026)	https://www.cruisesnews.es/2026/02/17/reconocimiento-especial-para-el-programa-todos-a-bordo-en-los-premios-excellence-de-cruceros-2026/
	naucher.com: Programme launch (23 Oct 2025)	https://www.naucher.com/el-programa-para-escolares-de-cuarto-de-primaria-todos-a-bordo-arranca-en-tenerife/
MARITIME / PORT	diarioelcanal.com: Port-city integration (26 Jan 2026)	https://www.diarioelcanal.com/tenerife-impulsa-la-integracion-puerto-ciudad-con-el-programa-educativo-todos-a-bordo/

	elestrechodigital.com: Professions brought to classrooms (7 Dec 2025)	https://www.elestrechodigital.com/2025/12/07/puertos-de-tenerife-y-msc-cruceros-acercan-las-profesiones-del-sector-cruceristico-a-los-escolares/
MARITIME / PORT	elestrechodigital.com: Winner: Colegio Virgen del Mar (25 Mar 2026)	https://www.elestrechodigital.com/2026/03/25/el-colegio-virgen-del-mar-gana-la-primera-edicion-del-programa-educativo-todos-a-bordo-sobre-profesiones-del-sector-cruceristico-en-tenerife/
	infopuertos.com: Winner announcement	https://infopuertos.com/el-colegio-virgen-del-mar-ganador-de-la-i-edicion-de-todos-a-bordo-en-santa-cruz-de-tenerife/
MARITIME / PORT	puertosdecanarias.es: 300 students (9 Dec 2025)	https://www.puertosdecanarias.es/2025/12/09/escolares-santa-cruz-tenerife-todos-a-bordo-3391.html
	puertosdecanarias.es: Winner (24 Mar 2026)	https://www.puertosdecanarias.es/2026/03/24/colegio-virgen-del-mar-ganador-todos-a-bordo-tenerife-3573.html
MARITIME / PORT	diariodelpuerto.com / Seatrade Global 2026, p. 28	https://recursos.diariodelpuerto.com/publicaciones/DIARIO-SEATRADE-GLOBAL-2026/28/
	actualidadmp.com: Winner: Colegio Virgen del Mar	https://actualidadmp.com/el-colegio-virgen-del-mar-ganador-de-la-i-edicion-de-todos-a-bordo-en-santa-cruz-de-tenerife/
REGIONAL PRESS	diariodeavisos.elespanol.com: 300 students (Dec 2025)	https://diariodeavisos.elespanol.com/2025/12/escolares-programa-todos-a-bordo/
	eldiario.es / Canarias Ahora: 300 students	https://www.eldiario.es/canariasahora/tenerifeahora/sociedad/300-estudiantes-capital-tinerfena-participan-proyecto-educativo-bordo_1_12824667.html
AWARDS / TOURISM	canarymaritime.com (EN): Human Capital: Strategic Offensive of Santa Cruz	https://www.canarymaritime.com/en/human-capital-as-a-safe-haven-asset-the-strategic-offensive-of-santa-cruz-de-tenerife/
	gacetadelturismo.com: Excellence Cruise Awards gala	https://gacetadelturismo.com/cruceros/la-industria-de-cruceros-brilla-en-madrid-en-la-gala-de-los-premios-excellence/
AWARDS / TOURISM	cruceroviajes.com: Excellence Cruise Awards 2026	https://www.cruceroviajes.com/2026/02/premios-excellence-cruceros-2026.html
	portalcruceros.cl: First exhibition inauguration	https://portalcruceros.cl/medcruise-y-puerto-de-santa-cruz-de-tenerife-inauguran-primera-exposicion-de-proyecto-todos-a-bordo/
INSTITUTIONAL	elblogoferoz.com: Students visit MSC Virtuosa (30 Apr 2026)	https://www.elblogoferoz.com/2026/04/30/puertos-escolares-del-colegio-virgen-del-mar-se-familiarizan-con-las-profesiones-que-ofrece-el-sector-de-los-cruceros-y-conocen-a-tripulantes-a-bordo-de-msc-virtuosa/
	cruiseeurope.com: MSC Cruises & CLIA recognised for All Aboard!	https://www.cruiseeurope.com/news/msc-musica-debuted-in-lisbon/
INST. / AWARDS	alianzahispanica.es: XIX Excellence: Recognition for AP Tenerife + MSC + CLIA	https://alianzahispanica.es/index.php/excellence-de-cruceros/

SUPPORTING LINKS & DOCUMENTATION

All verified URLs and reference documents

OFFICIAL PROJECT DOCUMENTATION

Officialprojectdossier | PortAuthorityofSanta Cruz de Tenerife

AllAboard_Proyecto_Educativo.pdf (attached)

CLIA profession cards (17) | CLIA: Cruise Lines International Association

AAFF_All Aboard!_Descriptions.pdf (attached)

Competition rulebook | CLIA / Port Authority Tenerife

AAFF_All Aboard!_Rulebook.pdf (attached)

Student worksheet | CLIA

AAFF_All Aboard!_Worksheet.pdf (attached)

Teacher script | CLIA

AAFF_All Aboard!_Script.pdf (attached)

Press release, Colegio Virgen del Mar visit to MSC Virtuosa | Port Authority of Santa Cruz de Tenerife

NdP_Escolares del Colegio Virgen del Mar.docx (attached)

KEY REFERENCE URLS

- **Port Authority ofSantaCruz de Tenerife (official website)**

https://www.puertosdetenerife.org

- **CLIA: Cruise Lines International Association**

https://cruising.org

- **MSC Cruises**

https://www.msccruises.com

- **MedCruise, All Aboard! coverage**

https://www.medcruise.com/news/all-aboard-tenerife-launches-the-first-edition-of-its-educational-programme-bringing-the-cruise-world-into-the-classroom

- **Excellence Cruise Awards, XIX edition recognition**

https://www.cruisesnews.es/2026/02/17/reconocimiento-especial-para-el-programa-todos-a-bordo-en-los-premios-excellence-de-cruceros-2026/

- **Seatrade Global 2026, Diario del Puerto special edition, p. 28**

https://recursos.diariodelpuerto.com/publicaciones/DIARIO-SEATRADE-GLOBAL-2026/28/

- **Canary Maritime, Strategic analysis featuring All Aboard! (EN)**

https://www.canarymaritime.com/en/human-capital-as-a-safe-haven-asset-the-strategic-offensive-of-santa-cruz-de-tenerife/

- **Students visit MSC Virtuosa, full report (30 Apr 2026)**

https://www.elblogoferoz.com/2026/04/30/puertos-escolares-del-colegio-virgen-del-mar-se-familiarizan-con-las-profesiones-que-ofrece-el-sector-de-los-cruceros-y-conocen-a-tripulantes-a-bordo-de-msc-virtuosa/

CLOSING STATEMENT

Why All Aboard! deserves the IAPH 2026 Award

WHY ALL ABOARD! DESERVES THE IAPH 2026 AWARD

AllAboard!demonstrates that aportauthority can become ameaningful partner in community education, not only through funding, but through values-based, creative programming that places the port at the heart of children's futures. In a single academic year, All Aboard! reached 300+ students, earned sector recognition (Excellence Cruise Awards 2026), generated 28+ documented media mentions, and launched a 2nd edition, all at zero cost to every participating school.

The jury evaluates on five criteria. All Aboard! delivers on all five:

1. Original & innovative character	First international programme of its kind in the cruise industry. No port had previously used immersive role-play with 400+ profession cards as its primary community education tool.
2. Vision and leadership	Luz Marina Espiau led the programme from concept to full implementation in 8 months, building a six-partner alliance that has no precedent in port community education.
3. Overall project impression	28+ documented media mentions, international press in English and Spanish, Excellence Cruise Awards, FITUR 2026, Seatrade Global 2026, and a full set of supporting materials and documentation.
4. Contribution to sustainability & SDGs	Five UN SDGs addressed structurally, not as a label. SDG 12 embedded in competition rules; SDG 4 through free, quality education; SDG 8 through vocational exposure; SDG 11 through port-city integration; SDG 17 through genuine multi-actor partnership.
5. Cooperation with stakeholders	Six organisations under one shared framework: Port Authority + MSC Cruises + CLIA + MedCruise + Cabildo de Tenerife + Ayuntamiento de Santa Cruz de Tenerife.
Bonus: Measurable impact	300+ students, 19 classes, 6 finalist collages, 1 prize, 1 exhibition, 1 ship visit, 28+ media mentions, 1 industry award, 1 second edition already running.

The programme is ready to be replicated. The global CLIA framework, the demonstrated public-private alliance model, and the fully documented implementation experience mean that any port that wants to run All Aboard! can do so with minimal adaptation. It is not just a local success story, it is a transferable community building model for the global port sector.

All Aboard! is a pioneering educational initiative launched by Tenerife Ports, under the leadership of Luz Marina Espiau, in partnership with MSC Cruises and CLIA. Recognized as the first international programme of its kind in the cruise industry, it introduces primary school students to the maritime world through immersive role-play, bringing more than 400 onboard professions into the classroom.

1st Edition Complete	2nd Edition In Progress	Excellence Award 2026	28+ Media Mentions	SDGs 4·8·11 ·12·17	Replicable Model